🎨 ReAlign MVP – Brand Kit

Version: 1.4

Date: May 21, 2025

Goal: Deliver a clean, stable, mobile-first brand identity system that translates directly to Tailwind + shadcn/ui.

🧠 Brand Personality

Tone:

* Professional
* Strategic
* Calm authority

Voice:

* Clear and direct
* Encouraging without fluff
* Never overpromises

Values:

* Speed
* Clarity
* Legal precision
* Simplicity

Keywords:

* Trackable
* Secure
* Fast
* Coordinated
* Mobile-first

🌈 Color Palette

Primary Blue: #263b75

Accent Yellow: #f2c94c

Light Background: #f9f9f9

Dark Text: #1c1c1e

Success: #2ecc71

Warning: #f39c12

Danger: #e74c3c

Usage Guidelines:

* Blue for primary CTAs, header, phase markers
* Yellow for upload prompts and accents
* Neutral background for cards and modals
* Red/orange/green used strictly for status (not for decoration)

🔤 Typography

Primary Font: Inter (loaded globally via Google Fonts import)

Headings: 700 weight

Body: 400 weight

Labels/Buttons: 500 weight

Sizing (Mobile Baseline):

* Headline: 32px
* Subhead: 24px
* Body: 16px
* Caption: 14px

Tailwind Mapping:

* text-lg = 18px
* text-base = 16px
* text-sm = 14px
* text-xs = 12px

Fallback stack: -apple-system, BlinkMacSystemFont, Segoe UI, Roboto, Helvetica Neue, Arial, sans-serif

🔘 Button Styles

Border Radius: rounded-2xl (12px)

Padding: px-4 py-2

Font: Inter, 500 weight

State Styles:

* Hover: scale-105, shadow-sm
* Focus: outline-none ring-2 ring-offset-2 ring-blue-500
* Disabled: opacity-50, cursor-not-allowed

Variants (Tailwind class reference):

* Primary → bg-[#263b75] text-white hover:scale-105 rounded-2xl px-4 py-2
* Secondary → border border-[#263b75] text-[#263b75] hover:scale-105 rounded-2xl px-4 py-2
* Reverse → bg-white text-[#263b75] hover:scale-105 rounded-2xl px-4 py-2

🧩 Iconography

Library: lucide-react

Style: Outline-only, no fills

Common Icons:

* Upload → UploadCloud
* Message → MessageCircle
* Status → CheckCircle, AlertCircle, Clock
* Navigation → ArrowRight, ChevronDown

Rules:

* Max size: 24x24px
* Line weight must be consistent
* Color: inherit from text color unless driven by status

Component Usage:

* Commonly used icons should be preloaded into a shared Icon.tsx component to simplify use and ensure consistency.

✅ This brand kit defines a modern, flexible design system:

* Designed for Tailwind utility-first styling
* Fully mobile-ready
* Colors and fonts map directly to dev components
* No ambiguity for spacing, states, or icon usage
* Fully ready to implement without further decisions